AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

LISTING OF CLAIMS

1. (Currently Amended) A portal system employing a handheld media delivery device, comprising:

an input adapted to receive a request for additional media content from the handheld media delivery device, wherein the handheld media delivery device is adapted to receive broadcast media content having media content information, adapted to formulate the request based on the media content information, adapted to locally store and queue requests made offline until a connection to the portal system is available, adapted to communicate the request for additional media content to the portal system, adapted to receive the additional media content from the portal system, and adapted to deliver the additional media content to a consumer;

a retrieval mechanism adapted to retrieve additional media content based on the request; and

an output adapted to communicate the additional media content to the handheld media delivery device, thereby supplementing the media content.

2. (Original) The system of claim 1, comprising a request parser adapted to parse the request.

3.   (Original)   The system of claim 1, wherein said output is adapted to acknowledge the request by sending an acknowledgement to the handheld media delivery device.

4.   (Original) The system of claim 1, comprising a data packetizer adapted to packetizing the media content.

5.   (Original) The system of claim 4, wherein said output is adapted to send a packet to the handheld media delivery device.

6.   (Original)   The system of claim 1, wherein said retrieval mechanism is adapted to retrieve the additional media content from local server memory.

7.   (Original)   The system of claim 1, wherein said retrieval mechanism is adapted to retrieve the additional media content from a remote location via a communication system.

8.   (Original)   The system of claim 1, comprising a user profile manager adapted to update a user profile based on the request.

9.   (Original) The system of claim 8, comprising a back channel adapted to communicate the user profile to a media content provider.

10.   (Original) The system of claim 9, wherein said input is adapted to receive a request based on media content information targeted to the user profile.

11.   (Currently Amended) A handheld media delivery device adapted to request additional media content from a portal system; comprising:

an input adapted to receive broadcast media content having media content information, and adapted to receive the additional media content from [[a]]the portal system adapted to receive [[a]]the request from the handheld media delivery device, wherein the portal system is adapted to retrieve the additional media content based on the request, and adapted to communicate the additional media content to the handheld media delivery device;

a request processor adapted to formulate the request for additional media content based on the media content information and adapted to locally store and queue requests made offline until a connection to the portal system is available;

an output adapted to communicate the request for additional media content to the portal system; and

a user interface adapted to deliver the additional media content to a consumer, thereby supplementing the media content.

12.   (Original) The device of claim 11, wherein said input is adapted to receive an acknowledgement of the request from the portal system.

13.   (Original) The device of claim 12, comprising a request status manager adapted to update a status of the request based on the acknowledgment.

14.   (Original) The device of claim 13, wherein said user interface is adapted to communicate the status of the request to the consumer.

15.   (Original) The device of claim 11, wherein said request processor is adapted to check an incoming return message.

16.   (Original) The device of claim 11, wherein said input is adapted to receive additional media content as packetized data.

17.   (Original) The device of claim 16, wherein said request processor is adapted to unpacketize the packetized data.

18.   (Original) The device of claim 11, comprising a request parser adapted to parse an identification of the request associated with the additional media content.

19.   (Original) The device of claim 11, comprising a request status manager adapted to update a status of the request based on receipt of the additional media content.

20. (Original) The device of claim 19, wherein said user interface is adapted to communicate the status of the request to the consumer.

21. (Original) The device of claim 11, wherein said request processor is adapted to determine whether a connection to the portal system is available, queue requests locally, and store requests until the connection is available.

22. (Currently Amended) A method of operation for a portal system employing a handheld media delivery device, comprising:

receiving a request for additional media content from the handheld media delivery device, wherein the handheld media delivery device is adapted to receive broadcast media content having media content information, adapted to formulate the request based on the media content information, adapted to locally store and queue requests made offline until a connection to the portal system is available, adapted to communicate the request for the additional media content to the portal system, adapted to receive the additional media content from the portal system, and adapted to deliver the additional media content to a consumer;

retrieving the additional media content based on the request; and

communicating the additional media content to the handheld media delivery device, thereby supplementing the media content.

23. (Original) The method of claim 22, comprising parsing the request.

24.   (Original) The method of claim 22, comprising acknowledging the request by sending an acknowledgement to the handheld media delivery device.

25.   (Original) The method of claim 22, comprising packetizing the media content.

26.   (Original) The method of claim 25, wherein said communicating includes sending a packet to the handheld media delivery device.

27.   (Original) The method of claim 22, wherein said retrieving includes retrieving the additional media content from local server memory.

28.   (Original) The method of claim 22, wherein said retrieving includes retrieving the additional media content from a remote location via a communication system.

29.   (Original) The method of claim 22, comprising updating a user profile based on the request.

30.   (Original) The method of claim 29, comprising communicating the user profile to a media content provider.

31.   (Original)   The method of claim 30, wherein said receiving a request includes receiving a request based on media content information targeted to the user profile.

32.   (Currently Amended)   A method of operation for a handheld media delivery device adapted to request additional media content from a portal system; comprising:

receiving broadcast media content having media content information;

formulating a request for the additional media content based on the media content information;

locally storing and queueing queuing requests made offline until a connection to the portal is available;

communicating [[a]]the request for the additional media content to a portal system adapted to receive the request from the handheld media delivery device, adapted to retrieve the additional media content based on the request, and adapted to communicate the additional media content to the handheld media delivery device;

receiving the additional media content from the portal system; and

delivering the additional media content to a consumer, thereby supplementing the media content.

33.   (Original)   The method of claim 32, comprising receiving an acknowledgement of the request from the portal system.

34.   (Original) The method of claim 33, comprising updating a status of the request based on the acknowledgment.

35.   (Original) The method of claim 34, comprising communicating the status of the request to the consumer.

36.   (Original) The method of claim 32, wherein said receiving the additional media content includes checking an incoming return message.

37.   (Original) The method of claim 32, wherein said receiving the additional media content includes receiving packetized data.

38.   (Original) The method of claim 37, wherein said receiving the additional media content includes unpacketizing the packetized data.

39.   (Original) The method of claim 32, wherein said receiving the additional media content includes parsing an identification of the request associated with the additional media content.

40.   (Original) The method of claim 32, wherein said receiving the additional media content includes updating a status of the request based on receipt of the additional media content.

41.   (Original) The method of claim 40, wherein said receiving the additional media content includes communicating the status of the request to the consumer.

42.   (Original) A method of advertising, comprising:

disseminating advertising information to a consumer while concurrently delivering reward information to a portable device controlled by said consumer and adapted to locally store and queue requests made offline until a connection to a portal is available, said reward information inducing the consumer to give attention to said advertising information.

43.   (Original) The method of claim 42 wherein said reward information is an electronic coupon.

44.   (Original) The method of claim 42 wherein said reward information is extra information about the advertising information.

45.   (Original) The method of claim 42 wherein said advertising information is disseminated from a broadcast source.

46.   (Original) The method of claim 42 wherein said reward information constitutes additional advertising information.

47.   (Original)   The method of claim 42 wherein said reward information is stored in said portable device for review by the consumer after said advertising information has been disseminated.

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